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MUSIC NOTES

Ciani Captures Volkswagen For European TV

An electronic score and classical cadenza were created by Ciani/Musica's **Suzanne Ciani** and **Mitch Farber** for a European commercial introducing Volkswagen's new Polo.

An evocative tropical island setting captures the moment as an attractive woman slips behind the wheel of her new Polo. When she pulls away, the camera peers into the side windows where a violinist draws his concert to a close with a flourish as an appreciative audience applauds. As the Polo continues to drive off, it appears to have an infinite amount of rear deck room...the windows reveal a boxer working up a sweat with his punching bag; a gentleman soaping up while singing in the shower; kids bopping to the beat of pulsating rhythms; and a secretary pecking away at her typewriter—all in one continuous shot.

"The sound design was especially intricate," Ciani explains, "as we created sounds for each environment as well as the illusion of spatial perspective."

C/M creative director Farber composed and arranged the score for European tv while based at C/M's Milan office earlier this year. Farber also co-designed the sound concept for the spot and coordinated production in Italy. Ciani supervised recording sessions in Milan in September and finished the project in NYC in October. The spot was directed by **Marcello Lago** and produced by **Fred Turchetti** of BRW/Productions, Milan.

Ciani/Musica, 1650 B'way, NYC 10019, (212) 246-6625. Contact: Marina Belica.

Woloshin Supplies Music For McDonald's of England

Sid Woloshin, Inc. has completed the music for a new commercial created by D'Arcy of London for McDonald's of England.

The :30 spot is divided into a series of vignettes that give a warm, humorous look at a variety of people eating McDonald's quarter-pounder. **Sid Woloshin**, president of Sid Woloshin Inc., called the commercial "very contemporary and very British." Woloshin added that British commercials tend to be more reserved than their American counterparts and the music he produced for the quarter-pounder spot was created accordingly. The quarter-pounder spot is the fifth commercial that Sid Woloshin, Inc., has scored for McDonald's of England in recent months.

David Bastin was the producer and **Rick Cooper** the copywriter for D'Arcy of London. **Jerry Alters** did the arrangements for Sid Woloshin, Inc.

Sid Wolsohin, Inc. is located at 2 West 45th St., New York, NY 10036; (212) 840-6000.

Motor Video Edits Urban Seige For Johansen

Singer **David Johansen**'s new rock video "Heard The News" was recently edited by **Brooks Harris** of Motor Video. The 4:18 minute video was produced for Gem Records and is receiving media attention around the United States, including MTV.

Producer/Director **Francis Delia** carefully chose locations in Brooklyn, which he then transformed into a steamy, urban neighborhood under seige. With troops being trucked in past gray cityscapes of bridges and barrios, rebels, headed by Johansen, hide away in a smoky dimly lit cellar where they await the news.

Through Harris's rapid fire editing, the scenes cut from the rebel stronghold, to troops on the street, and from a ghetto messenger who plays tricks with the military on the bicycle, to a droll news-reporter on television. Throughout it all, Johansen appears on a video monitor imploring in his shouting, rousing rock'n roll voice, "Do you know the truth about it?"

Intercut with this pastiche, Harris presents the narrative of a winsome, alluring "Tina" played by the model **Salma Bianca** from the Foster-Fell agency, who eludes the threatening troops by slipping behind rebel lines where she is reunited with ringleader Johansen.

"Heard the News" was filmed in 16mm and transferred to tape for editing. Harris used ¾ inch copies of the original one-inch video tape for off-line editing, then finished on one-inch tape which included first generation audio from the studio master.

The music was recorded at Sound Shop. The film-to-tape transfer was done at TVR.

The creative team for The Wolfe Company, which produced the tape, was **Robert Zuckerman**, executive producer; and **Jason Bronstein**, production manager. The video assembly was done by **Greg Featherman** at Nexus.

Cristina Hadzi is the producer and **Alicia Loving** is the production manager at Motor Video, 321 West 44th Street, N.Y.C., NY 10036; (212) 307-7585.

Rathod Directs Parr In Mechanic's Fantasy

Rathod Productions recently completed the first music video for Atlantic Records recording artist, **John Parr.** The video, "Naughty Naughty," is from Parr's self-titled debut album.

David Rathod directed the piece, which combines a dramatic sync-sound introduction with high-energy performance and dance. Director of photography **Chris Tufty** shot the footage in 35mm. on locations throughout San Francisco.

The plot concerns the rock 'n roll fantasies of a British garage mechanic. The dream sequences feature dancers, magic guitar picks, and a flying '65 Mustang convertible. Art director **Cristi Janaki Rathod** transformed an actual garage into an avant-garde performance space of wild colors and forms.

Laura Lewis and **Joseph DeFrancesco** shared the off-line film editing chores, while **Miodrag Certic** supervised the on-line completion at One Pass Video, Inc. Special effects were generated with a video paint box at the Resource Center.

Rathod has completed videos for Huey Lewis and the News, Eddie Money, and the Bangles. Recently, he was nominated Best Director at the first annual MTV Video Awards in New York. Rathod Productions is currently preparing its next music video—"Blood From A Stone" by the Red Rockers—for CBS Records.

Rathod Productions can be reached at (415) 861-8500 in San Francisco.

Twisted Sister Featured at Local Theatres

Twisted Sister's "We're Not Gonna Take It" appeared in movie theatres around the country as a pre-feature Music Zap for the holiday season. Music Zaps are 35mm music videos recut for theatrical exhibition in Dolby 4 channel surrond sound distributed by Music Motions.

Director and co-writer, **Marty Callner** utilizes **Mark Metcalf** (the zany character of Niedermeyer from the classic '70s comedy film "Animal House") as the angry, not into Heavy Metal, father. The Twisted Sisters proceed to blow Metcalf away; through walls, windows and doors as they romp 'n roll throughout a suburban split-level.

Music Motions is located at 321 W. 44 St., Suite 505, N.Y.C. 10036; (212) 247-6760

MGMM in London

Director **Dee Trattman** spent two days filming the Thompson Twins for their new video "Lay Your Hands on Me." A theatre stage was created in a warehouse at Limehouse studios in London and roughly 80 extras, all look-alikes of other rock stars, featured in the clip which was shot for Arista Records. Produced by **Frank Hilton.**

Wembley Arena, one of London's largest auditoriums, was the location for Al Jarreau live in concert. The video was directed by **David Mallet** and produced by **Jacqui Byford** for Pat Raines & Associates.

MGMM Director **Nick Morris** recently completed two music videos with producer **Fiona O'Mahoney.** The first, "Anytime, Anyplace, Anywhere" ("Irgendwie, Irgendwo, Irgenwann") by German star Nena for CBS Records, Germany. The second, by Alison Moyet entitled "Invisible" for CBS in London.

Brian Grant used two locations for the new Meatloaf clip, "Nowhere Fast"—The Cornwall Coliseum and The Victoria Palace in London. The video was shot for Arista Records and was produced by **Pam Janes.**

MGMM & Overview can be reached at (212) 744-0155 in N.Y.C.; 01-439-9527/8/9 in London.

Lennon Hosts Rock Review

Julian Lennon recently hosted a first American television show called "The News That Rocked '84." The year-end rock review show will air on over 120 commercial television stations the last week of December and first week of January.

Julian, son of ex-Beatle John Lennon, has an album riding high on the charts called "Valotte." It was recently certified Gold.

Some of the elements Lennon introduced on the show were The Jackson's concert tour, the comeback of Tina Turner, and the emergence of Cyndi Lauper. "The News That Rocked '84" is produced at E.J. Stewart facilities in Primos, Pennsylvania. Executive producers are **Denny Somach** and **Cyndy Drue**, producer is **Corinne Wiggins**, and director is **Michael Burnhaut**.

Levitt Composition Premieres at MIT

New York musical commercial producer and composer **Rod Levitt's** composition "Gothic Tales" premiered by the 70 piece Massachusetts Institute of Technology Concert Band under the direction of **John Corley** on December 1st at the Kresge Auditorium in Cambridge, Massachusetts.

The composition was commissioned by MIT, and in Levitt's program notes he calls it a ten minute "commercial" for the great tradition of American Concert Bands.

Levitt who is also known for his RCA jazz albums is no stranger to the concert hall. His "Holler Five" was premiered by the Chamber Symphony of Philadelphia, and has been performed many times. His commercials for Chevrolet, Texaco, Allegheny Airlines, Guerlain, Jergens, Old Spice, Shalimar, and Sun Oil have made use of his orchestral style.

Rod Levitt can be reached at (212) 944-9672.

Chico Pumps Out Rap For Colgate

In a new musical campaign, **Chico O'Farrill** of O'Farrill Music, Ltd. created exciting rap music to accompany contemporary lyrics in a 60-second radio spot for Colgate toothpaste in its new "pump" package. To accomplish this, Chico molded his composition and arrangement around lyrics written by **Sara Sunshine,** vp/creative director of Siboney Advertising.

"Her lyrics were perfect and made my task simple to execute," says O'Farrill, "and the musicians were pumping out the rhythm as smoothly as Colgate flows from its pump dispenser."

Electric guitars were blended with bass, acoustic drums, a drum machine and a Latin percussionist. Over this bed of sound Chico employed an array of synthesizers and other electronic gadgetry to enhance the stylistic concept. Then, rapper **Sean Elliott** took over, with three singers backing him up.

"The result is an exciting piece of music that entertains and will certainly sell the product," says Sunshine, "and that's our number one objective."

O'Farrill Music, Ltd. is located at 574 West End Ave., New York, NY 10024; (212) 799-3297. **Brenda Feliciano,** sales rep, can be phoned at (212) 736-1057.

ServiSound Records For Famine Documentary

ServiSound Inc. has recorded and mixed a video voice-over with actor **Cliff Robertson**. Robertson has just returned from Ethiopia, where he contributed his services to a videotape documenting the famine conditions in that country for Catholic Relief Services.

ServiSound's mixer, **Stewart Small**, handled all the audio engineering on the job, while independent producers **Jeep Johnson** and **Elizabeth McGuy** worked with **Beth Griffin**, director of communications for Catholic Relief Services, to produce the final 5-minute program.

Producers Johnson and McGuy also used Windsor Video in N.Y.C. to select and edit the 3½ hours of material, utilizing Windsor's montage and CMS systems.

Final distribution of the program will be offered to Catholic Relief directors in the 176 dioceses throughout the USA.

ServiSound Inc. is a New York-based full service, post production sound studio at 35 W. 45th St., N.Y.C. 10036; (212) 921-0555.

John Hancock Speaks Spanish

"Family Finances," a John Hancock Insurance tv spot was converted to Spanish by **Marco & Sylvia Rosales** of The Latin Sound, Inc., New York. **Lee LeBlanc** of Arnold & Co., Inc., Boston, was agency producer. **Charles Tarbox,** advertising manager, represented John Hancock.

The dubbing was done at East Side Film & Video with **Rod Zavala,** engineer.

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